INDEX

to

JOURNAL OF THE ACADEMY OF MARKETING SCIENCE

Volume 28

Number 1 (Winter 2000) pp. 1-176
Number 2 (Spring 2000) pp. 177-320
Number 3 (Summer 2000) pp. 321-456
Number 4 (Fall 2000) pp. 457-560

Authors:

ACHROL, RAVI S., see Cannon, J. P.

AGARWAL, SANJEEV, see Teas, R. K.

AHMED, IRFAN, "*Listening to the Voice of the Customer: 16 Steps to a Successful Customer Satisfaction Program*, by John Anton and Debra Perkins" [Reviews of Books], 313.

BABIN, BARRY J., JAMES S. BOLES, and DONALD P. ROBIN, "Representing the Perceived Ethical Work Climate Among Marketing Employees," 345.

BALAZS, ANNE L., "*Expenditures of Older Americans*, by Rose M. Rubin and Michael L. Nieswiadomy" [Reviews of Books], 543.

BARONE, MICHAEL J., see Li, F.

———, ANTHONY D. MIYAZAKI, and KIMBERLY A. TAYLOR, "The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another?" 248.

BERRY, LEONARD L., "Cultivating Service Brand Equity," 128.

BITNER, MARY JO, STEPHEN W. BROWN, and MATTHEW L. MEUTER, "Technology Infusion in Service Encounters," 138.

BOLES, JAMES S., see Babin, B. J.

BOLTON, RUTH N., P. K. KANNAN, and MATTHEW D. BRAMLETT, "Implications of Loyalty Program Membership and Service Experiences for Customer Retention and Value," 95.

BRADY, MICHAEL, "*Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Analyzing, and Reporting Customer Satisfaction Measurement Programs*, by Terry G. Vavra" [Reviews of Books], 315.

BRAMLETT, MATTHEW D., see Bolton, R. N.

BRASHEAR, THOMAS G., see Webb, D. J.

BROWN, STEPHEN W., see Bitner, M. J.

BRUCKS, MERRIE, VALARIE A. ZEITHAML, and GILLIAN NAYLOR, "Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables," 359.

BULKLEY, NANCY MENELLY, "*Communicating With Customers: Service Approaches, Ethics, and Impact*, by Wendy S. Zabava Ford" [Reviews of Books], 312.

BURKE, DEBRA, "Artist's Rendition in Ad Can Result in Commercial Misappropriation" [Marketing and the Law], 317.

CANNON, JOSEPH P., RAVI S. ACHROL, and GREGORY T. GUNDLACH, "Contracts, Norms, and Plural Form Governance," 180.

CARR, CHRIS A., "Courts Are Split on Whether Insurance Policies Cover Marketing Activities" [Marketing and the Law], 452.

CAVA, ANITA, "Commercial Speech 1999: Significant Developments" [Marketing and the Law], 316.

CHILDERS, TERRY L., see Viswanathan, M.

CHRISTIANSEN, TIM, "*Advanced Supply Management: The Best Practice Debate*, edited by Andrew Cox and Peter Hines" [Reviews of Books], 447.

———, "*Radical Marketing*, by Sam Hill and Glenn Rifkin" [Reviews of Books], 440.

CLOW, KENNETH E., "*Marketing Strategy: The Challenge of the External Environment*, by David Mercer" [Reviews of Books], 437.

Journal of the Academy of Marketing Science.
Volume 28, No. 4, pages 549-553.

Copyright © 2000 by Academy of Marketing Science.

COLGATE, MARK R., and PETER J. DANAHER, "Implementing a Customer Relationship Strategy: The Asymmetric Impact of Poor Versus Excellent Execution," 375.

CRITTENDEN, WILLIAM F., "*Business Success: A Way of Thinking About Strategy, Critical Supply Chain Assets and Operational Best Practices*, by Andrew Cox" [Reviews of Books], 446.

CROSBY, LAWRENCE A., see Evans, K. R.

DANAHER, PETER J., see Colgate, M. R.

DAY, GEORGE S., "Managing Market Relationships," 24.

DESHPANDÉ, ROHIT, see Steinman, C.

DONTHU, NAVEEN, see Yoo, B.

DOVER, PHILIP A., "*Segmentation and Positioning for Strategic Marketing Decisions*, by James H. Myers" [Reviews of Books], 438.

DUHAN, DALE F., see Johlke, M. C.

EVANS, KENNETH R., ROBERT E. KLEINE III, TIMOTHY D. LANDRY, and LAWRENCE A. CROSBY, "How First Impressions of a Customer Impact Effectiveness in an Initial Sales Encounter," 512.

FARLEY, JOHN U., see Steinman, C.

FERRELL, O. C., see Lukas, B. A.

FESTERVAND, TROY A., "*Developing and Leading the Sales Organization*, by Thad B. Green" [Reviews of Books], 545.

GERLICH, R. NICHOLAS, see White, J. C.

GIUNIPERO, LARRY C., "*Strategic Procurement Management in the 1990's: Concepts and Cases*, edited by Richard Lamming and Andrew Cox" [Reviews of Books], 449.

GOLDSMITH, RONALD E., "*The Elgar Companion to Consumer Research and Economic Psychology*, edited by Peter E. Earl and Simon Kemp" [Reviews of Books], 540.

———, "*A Theory of Shopping*, by Daniel Miller" [Reviews of Books], 541.

GREEN, CORLISS L., see Webb, D. J.

GREMLER, DWAYNE D., "*Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success*, by Leonard L. Berry" [Reviews of Books], 311.

GREWAL, DHRUV, see Parasuraman, A.

GUNDLACH, GREGORY T., see Cannon, J. P.

HERCHE, JOEL, "*Innovations in Procurement Management*, edited by Andrew Cox" [Reviews of Books], 450.

HOGAN, JOHN, "*Defining Your Market: Winning Strategies for High-Tech, Industrial, and Service Firms*, by Art Weinstein" [Reviews of Books], 442.

HOMBURG, CHRISTIAN, JOHN P. WORKMAN JR., and OVE JENSEN, "Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure," 459.

HOWELL, ROY D., see Johlke, M. C.

HUNT, SHELBY D., see Lambe, C. J.

JAWORSKI, BERNARD, AJAY K. KOHLI, and ARVIND SAHAY, "Market-Driven Versus Driving Markets," 45.

JENSEN, OVE, see Homburg, C.

JOHLKE, MARK C., DALE F. DUHAN, ROY D. HOWELL, and ROBERT W. WILKES, "An Integrated Model of Sales Managers' Communication Practices," 263.

KANNAN, P. K., see Bolton, R. N.

KATSIKEAS, CONSTANTINE S., LEONIDAS C. LEONIDOU, and NEIL A. MORGAN, "Firm-Level Export Performance Assessment: Review, Evaluation, and Development," 493.

KIM, KEYSUK, "On Interfirm Power, Channel Climate, and Solidarity in Industrial Distributor-Supplier Dyads," 388.

KLEINE, ROBERT E., III, see Evans, K. R.

KOHLI, AJAY K., see Jaworski, B.

———, see Maltz, E.

LAMBE, C. JAY, ROBERT E. SPEKMAN, and SHELBY D. HUNT, "Interimistic Relational Exchange: Conceptualization and Propositional Development," 212.

LANDRY, TIMOTHY D., see Evans, K. R.

LANTZ, GAROLD, "*CLOCKSPEED Winning Industry Control in the Age of Temporary Advantage*, by Charles H. Fine" [Reviews of Books], 443.

LEE, SUNGHO, see Yoo, B.

LEONIDOU, LEONIDAS C., see Katsikeas, C. S.

LI, FUAN, PAUL W. MINIARD, and MICHAEL J. BARONE, "The Facilitating Influence of Consumer Knowledge on the Effectiveness of Daily Value Reference Information" [Research Note], 425.

LIDDELL, PEARSON, see Moore, R.

LUKAS, BRYAN A., and O. C. FERRELL, "The Effect of Market Orientation on Product Innovation," 239.

MALTZ, ELLIOT, and AJAY K. KOHLI, "Reducing Marketing's Conflict With Other Functions: The Differential Effects of Integrating Mechanisms," 479.

MATSUNO, KEN, JOHN T. MENTZER, and JOSEPH O. RENTZ, "A Refinement and Validation of the MARKOR Scale" [Research Note], 527.

MENTZER, JOHN T., see Matsuno, K.

MEUTER, MATTHEW L., see Bitner, M. J.

MINIARD, PAUL W., see Li, F.

MIYAZAKI, ANTHONY D., see Barone, M. J.

MOORE, ELIZABETH S., see Viswanathan, M.

MOORE, MELISSA, see Moore, R.

MOORE, ROBERT, MELISSA MOORE, and PEARSON LIDDELL, "Personal Jurisdiction and the Internet in the New Millennium" [Marketing and the Law], 454.

MORALES, ANN C., "Pepsi's Harrier Jet Commercial Was Not a Binding Offer to Contract" [Marketing and the Law], 318.

MORGAN, NEIL A., see Katsikeas, C. S.
MOSIER, GREGORY C., "'The Best Beer in America': Trademark or Laudatory Language?" [Marketing and the Law], 453.
NARVER, JOHN C., see Slater, S. F.
NAYLOR, GILLIAN, see Brucks, M.
OLIVER, RICHARD L., see Rust, R. T.
PARASURAMAN, A., and DHRUV GREWAL, "The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda," 168.
——— and ———, "Serving Customers and Consumers Effectively in the Twenty-First Century: A Conceptual Framework and Overview," 9.
RENTZ, JOSEPH O., see Matsuno, K.
ROBERTS, JOHN H., "Developing New Rules for New Markets," 31.
ROBIN, DONALD P., see Babin, B. J.
RUST, ROLAND T., and RICHARD L. OLIVER, "Should We Delight the Customer?" 86.
SAHAY, ARVIND, see Jaworski, B.
SANNELLA, MARIA, "*Fabled Services*, by Betsy Sanders" [Reviews of Books], 310.
SEIDERS, KATHLEEN, "*Strategic Marketing for Success in Retailing*, by A. Coskun Samli" [Reviews of Books], 444.
SETHI, RAJESH, "Superordinate Identity in Cross-Functional Product Development Teams: Its Antecedents and Effect on New Product Performance," 330.
SHARMA, ARUN, see Sheth, J. N.
SHETH, JAGDISH N., RAJENDRA S. SISODIA, and ARUN SHARMA, "The Antecedents and Consequences of Customer-Centric Marketing," 55.
SIMPSON, PENNY M., "*Preventing Shoplifting Without Being Sued: Practical Advice for Retail Executives*, by Michael Craig Budden" [Reviews of Books], 445.
———, "*Sales Forecasting Management*, by John T. Mentzer and Carol C. Bienstock" [Reviews of Books], 547.
SINGH, JAGDIP, and DEEPAK SIRDESHMUKH, "Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments," 150.
SIRDESHMUKH, DEEPAK, see Singh, J.
SISODIA, RAJENDRA S., see Sheth, J. N.
SLATER, STANLEY F., and JOHN C. NARVER, "Intelligence Generation and Superior Customer Value," 120.
SPEED, RICHARD, and PETER THOMPSON, "Determinants of Sports Sponsorship Response," 226.
SPEKMAN, ROBERT E., see Lambe, C. J.
STEINMAN, CHRISTINE, ROHIT DESHPANDÉ, and JOHN U. FARLEY, "Beyond Market Orientation: When Customers and Suppliers Disagree," 109.
TAYLOR, KIMBERLY A., see Barone, M. J.
TEAS, R. KENNETH, and SANJEEV AGARWAL, "The Effects of Extrinsic Product Cues on Consumers' Perceptions of Quality, Sacrifice, and Value" [Research Note], 278.
THOMPSON, PETER, see Speed, R.
TROY, LISA C., see White, J. C.
UTTER, DEBORAH, "*Marketing on a Budget*, by Ros Jay" [Reviews of Books], 441.
VISWANATHAN, MADHUBALAN, TERRY L. CHILDERS, and ELIZABETH S. MOORE, "The Measurement of Intergenerational Communications and Influence on Consumption: Development, Validation, and Cross-Cultural Comparison of the IGEN Scale," 406.
WATERS, CATHY, "*Customer Centered Selling: Eight Steps to Success From the World's Best Sales Force*, by Robert L. Jolles" [Reviews of Books], 546.
WEBB, DEBORAH J., CORLISS L. GREEN, and THOMAS G. BRASHEAR, "Development and Validation of Scales to Measure Attitudes Influencing Monetary Donations to Charitable Organizations" [Research Note], 299.
WEBSTER, FREDERICK E., JR., "Understanding the Relationships Among Brands, Consumers, and Resellers," 17.
WHITE, J. CHRIS, LISA C. TROY, and R. NICHOLAS GERLICH, "The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New-Product Acceptance Decisions" [Research Note], 291.
WILKES, ROBERT W., see Johlke, M. C.
WORKMAN, JOHN P., JR., see Homburg, C.
YOO, BOONGHEE, NAVEEN DONTHU, and SUNGHO LEE, "An Examination of Selected Marketing Mix Elements and Brand Equity," 195.
ZEITHAML, VALARIE A., see Brucks, M.
———, "Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn," 67.

Articles:

"Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments," Singh and Sirdeshmukh, 150.
"The Antecedents and Consequences of Customer-Centric Marketing," Sheth et al., 55.
"Beyond Market Orientation: When Customers and Suppliers Disagree," Steinman et al., 109.
"Contracts, Norms, and Plural Form Governance," Cannon et al., 180.
"Cultivating Service Brand Equity," Berry, 128.
"Determinants of Sports Sponsorship Response," Speed and Thompson, 226.
"Developing New Rules for New Markets," Roberts, 31.
"The Effect of Market Orientation on Product Innovation," Lukas and Ferrell, 239.

"An Examination of Selected Marketing Mix Elements and Brand Equity," Yoo et al., 195.
"Firm-Level Export Performance Assessment: Review, Evaluation, and Development," Katsikeas et al., 493.
"Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure," Homburg et al., 459.
"How First Impressions of a Customer Impact Effectiveness in an Initial Sales Encounter," Evans et al., 512.
"The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda," Parasuraman and Grewal, 168.
"Implementing a Customer Relationship Strategy: The Asymmetric Impact of Poor Versus Excellent Execution," Colgate and Danaher, 375.
"Implications of Loyalty Program Membership and Service Experiences for Customer Retention and Value," Bolton et al., 95.
"The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another?" Barone et al., 248.
"An Integrated Model of Sales Managers' Communication Practices," Johlke et al., 263.
"Intelligence Generation and Superior Customer Value," Slater and Narver, 120.
"Interimistic Relational Exchange: Conceptualization and Propositional Development," Lambe et al., 212.
"Managing Market Relationships," Day, 24.
"Market-Driven Versus Driving Markets," Jaworski et al., 45.
"The Measurement of Intergenerational Communications and Influence on Consumption: Development, Validation, and Cross-Cultural Comparison of the IGEN Scale," Viswanathan et al., 406.
"On Interfirm Power, Channel Climate, and Solidarity in Industrial Distributor-Supplier Dyads," Kim, 388.
"Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables," Brucks et al., 359.
"Reducing Marketing's Conflict With Other Functions: The Differential Effects of Integrating Mechanisms," Maltz and Kohli, 479.
"Representing the Perceived Ethical Work Climate Among Marketing Employees," Babin et al., 345.
"Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn," Zeithaml, 67.
"Serving Customers and Consumers Effectively in the Twenty-First Century: A Conceptual Framework and Overview," Parasuraman and Grewal, 9.
"Should We Delight the Customer?" Rust and Oliver, 86.
"Superordinate Identity in Cross-Functional Product Development Teams: Its Antecedents and Effect on New Product Performance," Sethi, 330.
"Technology Infusion in Service Encounters," Bitner et al., 138.
"Understanding the Relationships Among Brands, Consumers, and Resellers," Webster, 17.

Reviews of Books:

"*Advanced Supply Management: The Best Practice Debate*, edited by Andrew Cox and Peter Hines," Christiansen, 447.
"*Business Success: A Way of Thinking About Strategy, Critical Supply Chain Assets and Operational Best Practices*, by Andrew Cox," Crittenden, 446.
"*CLOCKSPEED Winning Industry Control in the Age of Temporary Advantage*, by Charles H. Fine," Lantz, 443.
"*Communicating With Customers: Service Approaches, Ethics, and Impact*, by Wendy S. Zabava Ford," Bulkley, 312.
"*Customer Centered Selling: Eight Steps to Success From the World's Best Sales Force*, by Robert L. Jolles," Waters, 546.
"*Defining Your Market: Winning Strategies for High-Tech, Industrial, and Service Firms*, by Art Weinstein," Hogan, 442.
"*Developing and Leading the Sales Organization*, by Thad B. Green," Festervand, 545.
"*Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success*, by Leonard L. Berry," Gremler, 311.
"*The Elgar Companion to Consumer Research and Economic Psychology*, edited by Peter E. Earl and Simon Kemp," Goldsmith, 540.
"*Expenditures of Older Americans*, by Rose M. Rubin and Michael L. Nieswiadomy," Balazs, 543.
"*Fabled Services*, by Betsy Sanders," Sannella, 310.
"*Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Analyzing, and Reporting Customer Satisfaction Measurement Programs*, by Terry G. Vavra," Brady, 315.
"*Innovations in Procurement Management*, edited by Andrew Cox," Herche, 450.
"*Listening to the Voice of the Customer: 16 Steps to a Successful Customer Satisfaction Program*, by John Anton and Debra Perkins," Ahmed, 313.
"*Marketing on a Budget*, by Ros Jay," Utter, 441.
"*Marketing Strategy: The Challenge of the External Environment*, by David Mercer," Clow, 437.
"*Preventing Shoplifting Without Being Sued: Practical Advice for Retail Executives*, by Michael Craig Budden," Simpson, 445.
"*Radical Marketing*, by Sam Hill and Glenn Rifkin," Christiansen, 440.
"*Sales Forecasting Management*, by John T. Mentzer and Carol C. Bienstock," Simpson, 547.

"*Segmentation and Positioning for Strategic Marketing Decisions*, by James H. Myers," Dover, 438.
"*Strategic Marketing for Success in Retailing*, by A. Coskun Samli," Seiders, 444.
"*Strategic Procurement Management in the 1990's: Concepts and Cases*, edited by Richard Lamming and Andrew Cox," Giunipero, 449.
"*A Theory of Shopping*, by Daniel Miller," Goldsmith, 541.

Marketing and the Law:

"Artist's Rendition in Ad Can Result in Commercial Misappropriation," Burke, 317.
"'The Best Beer in America': Trademark or Laudatory Language?" Mosier, 453.
"Commercial Speech 1999: Significant Developments," Cava, 316.
"Courts Are Split on Whether Insurance Policies Cover Marketing Activities," Carr, 452.
"Pepsi's Harrier Jet Commercial Was Not a Binding Offer to Contract," Morales, 318.
"Personal Jurisdiction and the Internet in the New Millennium," Moore et al., 454.

Research Notes:

"Development and Validation of Scales to Measure Attitudes Influencing Monetary Donations to Charitable Organizations," Webb et al., 299.
"The Effects of Extrinsic Product Cues on Consumers' Perceptions of Quality, Sacrifice, and Value," Teas and Agarwal, 278.
"The Facilitating Influence of Consumer Knowledge on the Effectiveness of Daily Value Reference Information," Li et al., 425.
"A Refinement and Validation of the MARKOR Scale," Matsuno et al., 527.
"The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New-Product Acceptance Decisions," White et al., 291.